

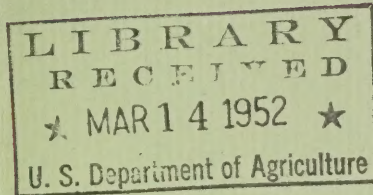
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Pawla's Violet Gardens

"Violet Wonderland"

ROUTE 2 - 153 WHARF ROAD
SANTA CRUZ, CALIFORNIA

The Steps to Heaven Are Through Your Garden

As man learns to respond to the beauties of Nature as found in flowers, he too will develop a depth of soul that will radiate beauty. He will find a radiance that will never dim.

Special Violet Days

Easter, Valentine, Mother's Day, Decoration Day, May Day,
Birthdays, Graduation, Weddings and Anniversaries

Language of Colors

| | | |
|--------------------|-----------|------------------------|
| White Dove | | Purity |
| Rochelle Pink | | Demureness, Daintiness |
| Red Wine | | Vitality |
| Blue Skies | | Truth |
| Oriental Red | | Devotion |
| Victory Violet | | Victorious achievement |
| Mauve Marie Louise | | Gentle sweetness |
| Blueish Lilas | | Honesty and simplicity |



1.

VICTORY VIOLET

(New Giant)

Imagine a Violet that measures 1½ to 2½ inches.

Imagine a Violet that has a stem 9 to 12 inches long.

Imagine a Violet plant two feet across.

Imagine a Violet plant 12 to 18 inches high.

Think of a blossom of richest Violet brilliance with petals of velvety softness. Add to that a pleasing sweet fragrance and you have a little glimpse of the Victory Violet. Its blooms last three to five days longer than most cut violets. It is sturdy, will grow in sun or shade. Tested in many climates. Sure to grow. Sure to please. Sure to bloom.

\$1.50 each

\$8.50 for six

\$16.00 per doz.



2.

LADY LLOYD GEORGE

(Semi double)

The loveliest of all Violets. It is a beautiful lavender has five large flaring petals with a dainty double violet tucked in the center, giving it distinction. It is the most exquisite and rare of all perfumed violets. When full grown the blossoms open up to two inches across. Stems will average 9 inches in length. Leaves about 5 inches across.

\$1.50 each

\$8.50 for six

\$16.00 per doz.

3.

NEOPOLITAN

(Double Parma)

A cluster of tiny petals forming almost a ball of lavender shaded to lighter center. Five to six inch stems hold this lovely blossom upright above the leaves, making it a delight to pick. Perfume is unexcelled. Especially long lasting for corsages.

50c each

\$5.00 per doz.

4.

SWANLEY

(Double White)

A full fluffy ball of white. Very fragrant. Looks like a bed of pop corn in early spring. Stems about 6 inches. Dainty pointed leaves. Light green. Lovely in pots, porch boxes, border, shady nooks or rock gardens. Early and long blooming season. Exceptionally long lasting for corsages.

50 cents each

\$5.00 per doz.

5.

MARIE LOUISE

(Double)

Mauve with light center and a tiny orange dot in center. Very fragrant. Long lasting. Resembles the De Parme only darker in coloring. This has been a favorite in all countries for centuries. Blossoms are delicious confection when candied. Violet syrup, a special treat for cakes and over ice cream.

50 cents each

\$5.00 per doz.

Note: You can have the three double violets mixed at \$5 per doz.

6.

WHITE DOVE

(Large single white)

So white it glistens like satin. Its petals are large and round. Stems 5 to 6 inches hold the head proudly erect. Blooms twice a year. Likes the sun and plenty of water. Cut blooms last several weeks in water. Tradition has it that where ever a pure soul lives unspotted by the world, these pure white violets grow in profusion.

60 cents each

\$3.50 for six

\$6.00 per doz.

7.

MISS AMERICA

A favorite show violet! Very large soft lavender flowers with long stems. Very fragrant. Resembles and is related to Princess of Wales and California Rubber stem. Improved.

60 cents each

\$3.00 for six

\$5.00 per doz.

8.

ORIENTAL LADY

(Toni red)

Bright red with two petals upright. A little more gay than the American Beauty. You will want a nice patch of these as they are a joy. You're visitors will be delighted with the color and profusion of bloom. The first blossoms are low and tiny, a month later they surprise you with lovely big flowers. A flag can be made with the red, white and blue violets. Use the White Dove and Blue Skies. Many interesting and novel arrangements can be had with colored violets.

40 cents each

3 for \$1.00

\$3.50 per doz.

*Edith W. Pawla — Hybridizer of Giant Violets
over twenty years producer of
Royal Robe, Royal Elk and now Victory Violet*

9.

ROCHELLE

(Pink)

Here is perfume! Endurance and willingness. Prolific bloom. Lovely for borders, pots and baskets. A most genteel and pretty pink. Thrives in sun or shade. Will bloom for six months.

40 cents each

3 for \$1.00

\$3.50 per doz.

10.

SWEET PETITE BLUE

Small deep blue, wild, very fragrant, low growing. Will grow in any soil, in sun or shade. Spreads by runners.

40 cents each

3 for \$1.00

\$3.50 per doz.

11.

QUAKER LADY

Dainty bluish lilac with white center. Fragrant and early blooming, long season. Nice size. Imported from England in the pioneer days. Got started in Quaker Town of Pennsylvania. It was loved and shared with every Quaker family. It stands for honesty and simplicity.

40 cents each

3 for \$1.00

\$3.50 per doz.

12.

BLUE SKIES

The prettiest of all blues. Upright medium size. Will bloom twice a year in some climates and soils. Loves sun. Heavy bloomer. Keeps well when picked. Grows from corms, has seeds, also sections.

40 cents each

3 for \$1.00

\$3.50 per doz.

Note: 3 for \$1.00 indicates three of one kind. Will give the dozen rate of \$3.50 on three each of four kinds.

13.

BABY DOLL

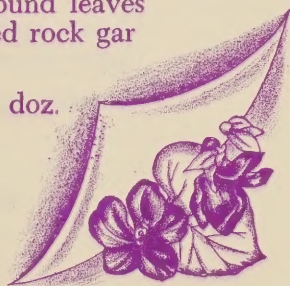
(Odorata Palens)

Little round white face, like a baby doll. Also has round leaves and grows in neat little round clusters. Fine for shaded rock gardens. Likes shade and water during dry weather.

40 cents each

3 for \$1.00

\$3.50 per doz.



14. CALIFORNIA PIONEER**(White with red)**

Rather small sized white with deep bronz marking on the petals. The two upper petals maroon on back. Three to five and six blooms are clustered on stem of from 9 to 12 inches, together with small leaves. Large leaves grow at the base. Will bloom about seven months. Do well in sun or shade.

40 cents each

3 for \$1.00

\$3.50 per doz.

15. NEW RED WINE

Medium size single of new wine shade. It is the Whoopee Violet. Don't care where it grows, don't care where it goes, if its hot or if its cold. It is here, there and everywhere in the sun or in the shade. You'll never loose it once you choose it. Its happy, snappy, fragrant! Has pretty light green foliage. Grows 6 to 8 inches tall.

40 cents each

3 for \$1.00

\$3.50 per doz.

16. ARTISTS DELIGHT

Many soft pastel shades blended in one violet. They are often called the rainbow. Blue, silver, pink, redish and yellow tones are blended in a fascinating way. The predominating hue depends upon the soil. The first blooms are tiny later the beautiful nice sized flowers come out with pretty leaves. Long lasting and make nice bouquets. Like sun and water. Grow on corms.

40 cents each

3 for \$1.00

\$3.50 per doz.

17. WESTERN YELLOW OR OAK VIOLET

Round blossoms and round leaves. Are evergreen Blossoms stand high. A clear yellow wild violet. Native of California.

40 cents each

3 for \$1.00

\$3.50 per doz.

18. ORCHID

Dainty orchid colored violet with pointed petals. Blooms and multiplies abundantly, making it fine for borders or solid beds. .

40 cents each

3 for \$1.00

\$3.50 per doz.

ORDER BLANK

| Name | | QUANTITY | PRICE |
|------------------------------|-----------------|----------|---------|
| 1. VICTORY VIOLET | giant purple | | \$..... |
| 2. LADY LLOYD GEORGE | semi-double | | \$..... |
| 3. NEOPOLITAN | double lavender | | \$..... |
| 4. SWANLEY | double white | | \$..... |
| 5. MARIE LOUISE | double purple | | \$..... |
| 6. WHITE DOVE | white large | | \$..... |
| 7. MISS AMERICA | lavender | | \$..... |
| 8. ORIENTAL LADY | red | | \$..... |
| 9. ROCHELLE | pink | | \$..... |
| 10. SWEET PETITE BLUE | blue | | \$..... |
| 11. QUAKER LADY | lilac | | \$..... |
| 12. BLUE SKIES | blue | | \$..... |
| 13. BABY DOLL | white | | \$..... |
| 14. CALIFORNIA PIONEER | red and white | | \$..... |
| 15. NEW RED WINE | light wine | | \$..... |
| 16. ARTISTS DELIGHT | pastel shaded | | \$..... |
| 17. WESTERN YELLOW OAK | yellow | | \$..... |
| 18. ORCHID | orchid | | \$..... |

Price of Violets \$.....

Packing charges, including postage add the following:

15c on every dollar in California. (Also includes tax) . \$.....
 20c on every dollar in other states in U. S. A. . \$.....
 25c on every dollar in Canada, Alaska and Islands . \$.....
 Add 10c if to be insured . \$.....
 Add 10% plus 80c per pound for Air Mail Parcel Post . \$.....
 Check..... M. O..... Cash..... Amount enclosed to cover \$.....

Make checks to: EDITH W. PAWLA

Please be sure to include full amount to cover Packing and Postage so your order can go forward without delay. Please do not send stamps.

Print Name:

Street or Route

City State

PAWLA'S VIOLET GARDENS

ROUTE 2 153 WHARF ROAD
 SANTA CRUZ, CALIFORNIA

PACKING INFORMATION

Violets are packed to keep two weeks. They are carefully washed, wrapped in special moss and oil and parchment papers. Packers get \$1.00 per hour now. There is also the digging, labels, tags, besides postage and sales tax. That is why we have to add a packing charge.

We always send the best we have, and wish to insure their safe arrival and your pleasure and satisfaction.

We ship to Alaska, Canada, the Hawaiian Islands and South America.

Air Parcel Post is fine for distant shipping, both for plants and cut flowers. We can pack lighter and cost is reasonable. Air rate in 6th and 7th zones U. S. A. runs about 80 cents per pound.

Weights: One dozen Double Violets packed weigh about one pound. Two or three Victory Violets about the same.

Inspection: All plants are opened for State Inspection so we cannot guarantee that plants will reach you in exactly the same condition and packing in which we shipped them.

Plants will be shipped within ten days, unless you specify date of shipment. No shipping in August.

When you wish Violet plants sent as a gift, we will be glad to enclose your card.



SPECIAL ANNOUNCEMENTS:

We have over one hundred varieties of violets in our gardens. New ones will appear in our catalogue from time to time.

WE ARE NOT RESPONSIBLE FOR YOUR RESULTS IN ANY WAY

Do not worry if the first blossoms are small. Cut them off and the second one will be large. After they get established or the second year they will show you what they can do.

If you love your violets they will thrive. If you forget them they will try to live and bloom anyway.

We will be happy to send your friends catalogues, free of charge.

We wish you happy gardening and thank you for inviting our Violets into your home and heart.

*Edith W. Pawla — Hybridizer of Giant Violets
over twenty years producer of
Royal Robe, Royal Elk and now Victory Violet*

VIOLET CULTURE

It is advisable to put plants you receive into a pan of water for a couple of hours. They have been traveling and are sure to be thirsty. Then about sundown tuck them into beds of fluffy leaf mold, or compost that is well rotted, mixed with good soil.

DIG the holes deep enough for the longest roots and spread them out fan shaped so they can go to work at once. Do not plant roots in a tight bundle. Place so that crown will be level with top soil. Small plants 8 inches apart, large plants 12 to 18 inches.

WATER: If soil is not damp then put in water and use plenty of leaf mold to keep the ground from drying. If ground is kept damp they will grow in sun or shade.

COVER or give a paper shelter for a few days until they get adjusted, especially if it is very hot, cold or windy.

WHEN TRANSPLANTING large or wild violets it is best to cut all green leaves off, also buds, two or three inches from crown. This throws strength into roots and new leaves will start in a few days.

CULTIVATION: Keep ground cultivated and free of pests. In September spade deeply around plants and cut off old leaves, and water well. In California this brings early blooms.

FERTILIZER: A little bone meal and sulphur spaded in twice a year is good. Cow and sheep manure well rotted is fine, but horse manure produces more leaves, less blooms. Oak leaf mould and compost is better than any other food. It feeds, holds moisture and aerates. One tablespoon of fish meal in two gallons of water put around the plant a month or so before blooming time will pay in abundant blossoms.

RUNNERS: If you want plants, cover the upright runners until they root then plant in new ground. If you wish blossoms, cut off the runners. Do not allow to crowd or get too thick. They should be thinned and moved to new soil the third year.

MOVE ANY TIME, if leaves are cut back, plants shaded and kept wet.

MOST VIOLETS WILL BLOOM the same season they are transplanted.

DISCOURAGE BUGS and snails by sprinkling wood ashes or sulphur around plants.

Violets like lots of their own kind around them and will bring color and fragrance to your garden. They will respond generously to the care you give them.

REST: Like all of us, Violets like a rest period. So during the hot summer cover with leaf mould. Double Violets and those that grow from corms should be protected in winter and watered in summer, not allowing to get dry while resting.

VIOLET USES

Confections: Delicious candied Violets are made from the Parma Double Violets, rich in fragrance. The syrup made from them and delicately tinted lavender is a surprise and delicious for cake frosting or ice cream topping.

Delightful corsages are made by combining the ball like double white (Swanley) with the charming Rochelle Pink or with the Oriental Red to suit the costume you are wearing. Old fashioned bouquets in miniature are achieved by combining a circle of each of the different colored violets. Lace frill around the edge.

Flower arrangements that are out of this world are possible with the Victory Violet. Stems to 12 inches put violets in a size and class never before dreamed of. Will stand erect in formal arrangements.

Indoor plant boxes and pots, most attractive with Violets such as the double Marie Louise, Swanley or Neopolitan. Rock Gardens and around pools, beautify with Baby Doll and or Sweet Petite blue, or other colored Violets.

Borders around the garden walks. Always nice green leaves and interesting blossoms in season.

A bouquet of Violets are always in good taste for Valentine Greeting, Birthdays, Wedding or Births.

Its a wonderful tribute to a friend,
a Violet remembrance to send.

Individual bouquets are interesting and delightful for teas or parties. New colors in violets now to match your color schemes. Multiple containers of plants or cut blossoms interesting in patio or indoors.

Choice Violet plants make an acceptable gift to garden lovers.



